Tourism, Culture and Recreation
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Province Pilots Visitor Satisfaction Program

Tourism operators throughout Newfoundland and Labrador will be given the opportunity to gain valuable feedback from an online Visitor Satisfaction Survey Program to which the Provincial Government is contributing $30,000 over the next three years.

The Honourable Clyde Jackman, Minister of Tourism, Culture and Recreation, said the program is being piloted by the Atlantic Canada Tourism Grading Authority (ACTGA), in partnership with Canada/Camping Select, individual Departments of Tourism within the Atlantic Provinces, and the Federal Government.

"The Visitor Satisfaction Program will be of tremendous value to tourism operators," said Minister Jackman. "The online survey will help small- to medium-sized tourism operators better understand and deliver the types of experiences their clients are seeking."

The program allows visitors to rate their experiences at accommodations throughout the province, and enables operators to learn more about what they are doing well – and what they may do to improve their visitors' stay.

"Tourism operators want to meet, and exceed, visitor expectations as they evolve," said Minister Jackman. "This program is designed to help them build stronger customer relationships and to equip accommodation owners with the knowledge needed to accomplish that goal."

Although data collected for each property will be confidential and used only by each respective operator, the collective data will be used by the tourism industry to enhance visitor experiences across Atlantic Canada.

Tourism operators can join the program at any point during its lifecycle, which runs until March 31, 2011. Operators wishing to participate are encouraged to visit the Atlantic Canada Tourism Grading Authority website at: www.visitorsatisfactionatlantic.ca/.

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